

DRY GOODS, &C.

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Surety Stamp
Coupons

1868—Established 44 Years—1912

O'NEILL-ADAMS Co.

Sixth Avenue, 20th to 22d St.

Best Quality, Lowest Prices on Sixth Avenue

SPECIAL

JANUARY SALE
OF SILKS,
VELVETS AND
DRESS GOODS.**JANUARY SALE of FASHIONABLE FURS**

O'Neill Main Store—Third Floor.

Reasons Why You Should Buy Now:

- 1st—We offer exceptional purchases from overloaded makers.
- 2d—Prices are reductions from makers' former reductions.
- 3d—February and March are banner fur-wearing months.
- 4th—Besides having the advantage of immediate wear, each piece will be as good as new, not only next winter, but will give dependable service for several seasons.

O'Neill Quality Stands for Style, Service and Economy

Women's 52-Inch Russian Women's 36 and 45 Inch

Pony Skin Coats Russian Pony Skin Coats

Lined with Skinner's satin, reg. \$29.50; reduced to \$19.50

Lined with Skinner's satin or brocade silk, reg. \$35 to \$55; \$25.00

Women's 52-Inch Russian Pony Skin Coats

Lined with Skinner's satin or brocade silk.

Reg. \$49.50, Reduced to \$29.50

Reg. \$69.50, Reduced to \$39.50

Reg. \$100, Reduced to \$59.50

52 Inch French Seal Coats

Lined with soft colored silk; reg. \$49.50, reduced to \$39.50

Women's 52 Inch Hudson Seal Coats

Lined with handsome brocade; reg. \$135.00, reduced to \$115.00

Regularly \$298, reduced to \$198.00

Women's 52 Inch Caracul Coats

Made from solid silks and lined with \$69.50

52 Inch Natural Squirrel Coats

Regularly \$150, sale price \$75.00

52 Inch Blended Squirrel Coats

Regularly \$150, sale price \$98.00

All Small Furs and Fur Sets at Greatly Reduced Prices

**Another Very Special Sale of Imported Tunics and Robes**

The Dressiest, Most Satisfactory

Innovation of the Season.

O'NEILL MAIN STORE—FIRST FLOOR.

Unmade Tunics

Fifty embroidered with gold beads on chiffon, in colors pink, light blue, lavender, emerald, champagne and black, also black on black; value \$8.95, at \$4.50

Elaborate Tunics

On this occasion we also offer Tunics embroidered and beaded in the new fashions; also some elaborately trimmed with bead fringe, heavily embroidered in silver, gold and black beads on chiffon cloth and net, in all the newest evening shades; only a limited number of the above; values \$22.50 to \$45.00, sale prices, \$15.50 to \$35.00

Robes

An assortment of black bead and spangle Robes on net; values \$20.00 to \$98.00, sale prices, \$15.00 to \$50.00

Groceries that Are Unequaled for Quality and Low Prices

We Reserve the Right to Limit Quantities

*Phone 5700 Chelsea. O'Neill Main Store—Basement. Mail Orders Filled.

Shield Hams	Shield Bacon	Smoked Tongues	Sugar
Armour's delicious sugar cured quality, average weight 10 lbs. each, buttermilk; per lb. this sale, 14c	Armour's delicious sugar cured quality, superior flavor; average weight 4 lbs. each; per lb. this sale, 14c	Sugar cured, delicious, close trimmed to weight; average weight 4 lbs. each; per lb. this sale, 16c	Havermeyer & Co.'s standard refined granulated sugar, in 10-lb. bags; this sale, 56c

Olive Oil	California Fruit
THE FRANCOIS BRAND, Imported directly from the best maker in France; warranted absolutely pure; full quart bottles, regularly \$1.00, this sale, 95c	The All Gold Brand, extra large fruit, in heavy syrup. WHITE GUINNESS—No. 24, this sale, 27c; per dozen, \$2.52. LEMON CLING PEACHES—No. 24, this sale, 23c; per dozen, \$2.28. IRISH SMOKE MEATS

Butterine	Olive Oil
GLENDAL, representative of the best quality produced; one pound prints, this sale, 22c	FANCY SPANISH QUEEN OLIVES, 19c; per lb. this sale, 8c

California Prunes	Mince Meat
We receive direct from the coast in car lots, and we know that we haven't an old prune in our stock. 50c per pound, 15c; 40c per pound, 12c; 30c per pound, 10c; 20c per pound, 8c	ARMOUR'S, quart glass jars, 55c; ARMOUR'S, 1/2-gallon glass jars, \$1.00; ARMOUR'S, quart glass jars, 65c; ARMOUR'S, 1/2-gallon glass jars, 70c; ARMOUR'S, 1/2-gallon glass jars, 70c

Surety Corn	Coffee	Teas	Asparagus
Best quality Maine Corn, small cream, with a body and a flavor, that will suit any one; per lb. this sale, 10c	The Luncheon Blend, a good wholesome coffee, with a body and a flavor, that will suit any one; per lb. this sale, 22c	Formosa Colono English Breakfast, O'Neil or Mince Tea, quality sold elsewhere at 50c; this sale, 3 lbs. for 50c, 5 lbs. for 70c, 10 lbs. for 1.00	Del Monte Colono Asparagus, tall No. 24, this sale, 19c

Everything for Tunics in O'Neill's Famous Lace Department

O'Neill Main Store—First Floor.

27-INCH SHADOW LACE

FLOUNCING, in great demand for making tunics; values \$3.00 to \$3.00, at yard, \$1.98 to \$4.98

4 TO 11 INCHES WIDE, FLAT VENISE AND MACRAME BANDINGS; values \$1.10 to \$7.00, at yard, 79c to \$5.49

42-INCH SHADOW ALL-OVERS, in white and cream; values \$2.00, at yd., \$1.59 to \$1.69

8-INCH REAL IRISH CROCHET EDGING, value \$2.00, at yd., 98c

Lace Yokes and Chemises—Plains and Princess Lace—newest styles—regularly 40c—special 24c

Plattings—Lace, Net, Silk or Chiffon—White, Cream, Black—30 and 32 in. wide—special 24c

80 ct. qualities—special 50 ct. qualities—special 50

CHIFFON CLOTH—MARQUISSETTES.

FOR DRESSMAKERS' SALE.

Silk Marquissettes—Double width—Black, White, Street and Evening Shades—6 in. wide—25 yds. to a roll—95 ct. quality—special 77

Chiffon Cloth—beautiful quality—double width—beading shades—for day and evening, also White and Black—were 70—special 53

FLANNELS—LININGS.

FOR DRESSMAKERS' SALE.

Finest quality Flannels—all wool and silk and wool—two and three tone color combinations for shirtwaists, men's shirts, etc.—elsewhere \$1.19—75

Wool Wash Flannels—stripes, gingham, checks—light and dark—reg. 34 to 40—special 28

Extra Heavy White Donates—elsewhere 12 1/2—special 74

Silk Embroidered Wool Flannels—honeycomb and scallop designs—elsewhere 50 and 65—special 44

20 inch Lining Percales—black, white and colors—reg. 12—84

30 inch Mercerized Lining Satens—latest shades, also black and white—reg. 24—special 18

Moire Percales—silk finish—all the new shades—for wear under sheer materials—reg. 24—special 17

30-inch Lining Satens—guaranteed to wear—staple and fancy shades—for Spring suits—reg. 18—special 16

HEARN

Fourteenth Street, West of Fifth Avenue.

TWO SALES NOW!

JANUARY SALE ENDING—DRESSMAKERS' SALE BEGINNING

ONLY THREE DAYS MORE OF
JANUARY SALE PRICES.LAST THREE DAYS
for
SHEETS, SHEETINGS,
PILLOW CASES, MUSLINS
At January Sale Prices!LAST THREE DAYS
for
WHITE GOODS
At January Sale Prices!LAST THREE DAYS
for
TABLE LINENS, ART LINENS,
TOWELS, TOWELINGS, &C.
At January Sale Prices!LAST THREE DAYS
for
BED SPREADS, COMFORTABLES,
BLANKETS, PILLOWS, FEATHERS
At January Sale Prices!

THREE MEMORABLE DAYS.

DON'T MISS CLOSING JANUARY SALE OPPORTUNITIES.

CLARK'S COTTON AND
DRESSMAKERS' NOTIONS.Beginning to-morrow
and during this Sale
we offer
Clark's O. N. T. Cotton—
Williamette Cotton—
300 yard spools—
value .45Black and white—best numbers.
Limit, four dozen.
No mail or telephone orders.

Also

Raiding Cotton—500 yds.—40c—45

Sewing Silk—black—1 oz. spools—49

100 yd. spools—black—50

Sewing Silk—Black and colors—50 yd.

spools—dollar—50

Wile Colored—dollar—50

Silk Featherbone—dollar—50

Collar Supports—8 cards—15

Collar Foundations—dollar—15

Universal Hooks and Eyes—gross—12

Pinner—Irish—gross—24

Wide Seam Binding—gross—18

80% French Binding—gross—18

Dress Shields—dollar—12

Dress Shields—silk cord—12

Dress Shields—silk cord—12

Dress Shields—silk cord—12

Dress Shields—silk cord—12

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Dress Shields—silk cord—12

LAST THREE DAYS
for
MUSLIN UNDERWEAR,
BABIES' WEAR
At January Sale Prices!LAST THREE DAYS
for
MEN'S SHIRTS
At January Sale Prices!LAST THREE DAYS
for
CORSETS, PETTICOATS,
WRAPPERS, ROBES, &C.
At January Sale Prices!LAST THREE DAYS
for
CURTAINS,
CURTAININGS, &C.
At January Sale Prices!

THREE MEMORABLE DAYS.

DON'T MISS CLOSING JANUARY SALE OPPORTUNITIES.

FASHIONABLE LACES
FOR DRESSMAKERS' SALE.Cluny and Torchon Laces—
1 to 2 1/2 inch—value 30c—SPECIAL 4

Point de Paris and Fancy

Cotton Laces—various widths—
reg. 30 to 1.25—Special 3

At same price, slightly soiled, Venise Bindings.

Val. and Fancy Laces—splendid

patterns and quality—2 to 4 inches

wide—special—1.25 to 1.45—Special 10

Val. Laces—12 yds. per 40—Edges and

Insertings—15 to 1 inch—majority

match patterns—reg. 40—Special 38

Fancy Cotton Laces—White and

Black—4 to 8 inch—Macramé, Pique Shadow

Val., etc.—worth 25—Special 17

Shadow Lace All-overs—White and

Black—value 30 and 35—Special 20

Black Tap Laces—All-overs—splendid

patterns—value 1.25 to 1.45—Special 77

Swiss and Batiste Flouncings—26 and 44

inch—English cret and blind effects—
reg. 38 and 42—Special 78

Swiss Imported Tulle—Beaded

newest designs—reg. 40 and 50—Special 87

17-inch Embroidered Flouncings and Corset

Coverings—cambrie, nainsook—reg. 28

and 30—special—Special 23

14 to 6 inch Embroidered Edges and

Insertings—Cambrie, Nainsook, Swiss—
majority in match patterns—
reg. 10—special—Special 14WHITE DRESS FABRICS
FOR DRESSMAKERS' SALE40 inch Volles—soft, clingy quality,
even mesh—reg. 20—SPECIAL 2027 inch Volles—crisp finish—
reg. 20—SPECIAL 124

Silk Mixed Marquissettes—reg. 30—24

40 inch French Marquissettes—
splendid quality—value 30—SPECIAL 50Embroidered Dotted Swisses—
imported—usually 44—SPECIAL 2540 inch French Lingerie Batistes—
value 30—SPECIAL 24

40 inch Lingerie—made of fine combined

Egyptian yarn—value 12—SPECIAL 11

ROBES AND TUNICS
FOR DRESSMAKERS' SALEWhite Embroidered Lingerie Robes—
Evelyn and other excellent

patterns—reg. \$7.98—SPECIAL 4.95

Sweep Imported Tulle—Beaded

Chiffon and Net—Beaded and Embroidered

Nets—exquisite patterns—
reg. \$16.98 and \$17.98—SPECIAL 9.50

Reg. \$20.98—SPECIAL 12.50

Reg. \$31.98—SPECIAL 17.50

SHEARS—SCISSORS
FOR DRESSMAKERS' SALEDressmakers' "Keen Edge" Shears—
6 to 8 inch—hand forged—
steel—reg. 49—SPECIAL 35

H. Baker & Co.'s Shears—fine steel

for tailors and dressmakers—usually 35.

Imported Shears—highest grade steel—
6 to 8 inch—elsewhere \$1.40—SPECIAL 95

Imported Steel Scissors—5 1/2 to 7

inch—extra heavy ground—full

nickel finish—also Embroidery and Buttonhole

Scissors—were 49 to 60—SPECIAL 38

Handy Size Steel Scissors—reg. 30—20

MFR'S CLEAN UP
HIGH GRADE VELOURS.

\$2.25 value—1.00

For furniture coverings and draperies—most

desirable colors—green, olive, crimson, wood

tones, etc.—50 inches wide—A rare bargain!

MORNING SPECIALS—To-morrow (Monday) Until 1 P. M.

To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

EVERYTHING FOR A DRESS—
MATERIALS, LININGS, TRIMMINGS, NOTIONS,
AT PRICES
To Profit Dressmakers and Others
Who Now Prepare
SPRING AND SUMMER WARDROBES!
A DRESSMAKERS' SALE—BUT OPEN TO ALL!

SILKS FOR DRESSMAKERS' SALE.

Yard wide French—Black or
Navy—white dots, spots,
figures, rings, etc.—chiffon
finish—reg. 68—DRESSMAKERS' SALE .6025 inch Black Mousseline—
soft finish—full satin finish—
rich deep black—instead of 68—48 inch Black Mousseline—
Katin Fontaine—Navy-and-white
and black-and-white dots, spots
and figures—mousseline finish—
48 ct. quality—DRESSMAKERS' SALE.. 3526 inch Mousseline—full range of
evening and new Spring street shades—
usually .60—SPECIAL 45

Also Unequaled

Yard wide Bordered—Black or
various patterns and colors—40 inch Bordered—Black or
various patterns and colors—42 and 44 inch Chiffon Tulle—
Persian borders—1.30—1.6048 inch Bordered—Black or
various patterns and colors—48 inch Silk and Wool Poppins—
self cold borders—1.45—1.95Shower proof—Black or
various patterns and colors—40 inch Bordered—Black or
various patterns and colors—Yard wide Black—Black or
various patterns and colors—Yard wide Black—Black or
various patterns and colors—Yard wide Black—Black or
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